

STATE OF NEW JERSEY  
Office of the Attorney General  
Department of Law and Public Safety  
Division of Gaming Enforcement

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Application of IDEA Boardwalk, LLC d/b/a The  
Social and Flirt Bar for a Casino Hotel Alcoholic  
Beverage License

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**AMENDED ORDER**  
**(Interim CHAB Authorization)**  
**3333-01-093-001**

By the Division of Gaming Enforcement's ("Division") previous Order dated May 24, 2012, IDEA Boardwalk, LLC d/b/a The Social and Flirt Bar ("IDEA") was granted interim casino authorization, subject to conditions, to operate Casino Hotel Alcoholic Beverage ("CHAB") licensed venues within the casino hotel facility of Revel Entertainment Group, LLC d/b/a Revel ("Revel") specifically, The Social and Flirt Bar (collectively, the "Venues"). That interim authorization contained conditions which had to be satisfied as a condition precedent for the interim authorization to become effective. IDEA has presented evidence demonstrating compliance with the conditions as set forth in the May 24<sup>th</sup> Order and the Division finds that IDEA has satisfactorily complied with all requirements and can be issued an interim CHAB authorization, without condition, to operate the Venues.

Presently, the Venues are authorized CHAB outlets of AMG Boardwalk, LLC ("AMG") which entity was issued an interim CHAB authorization (3333-01-082-001) by Division Order dated March 27, 2012. IDEA made application to the Division requesting that AMG be authorized to manage the Venues on its behalf. Under the proposed operational structure, AMG would cease to

be a CHAB licensee but would continue to act as the operator and manager of the IDEA Venues. AMG has made an application to voluntarily surrender its interim CHAB authorization and seeks permission to retain its vendor registration in furtherance of its request to act as the operator and manager of IDEA's CHAB venues.

Having considered the relevant provisions of the Casino Control Act, *N.J.S.A. 5:12-1 et seq.*, and pursuant to the Division's authority to issue a CHAB license under *N.J.S.A. 5:12-103(a)*, and upon review of the information obtained during the Division's preliminary investigation to date, including the review and approval of the management agreement between IDEA and AMG, I hereby ORDER (1) that IDEA be issued an interim CHAB authorization, number **3333-01-093-001**, to operate the Venues without condition, (2) that AMG is permitted to voluntarily surrender its interim CHAB authorization and to retain its vendor registration and (3) IDEA is authorized to utilize the management services of AMG with respect to the Venues, subject to the following conditions:

1. IDEA is issued an interim CHAB authorization based upon the Division's preliminary review of the applicant and is authorized to operate the Venues. At any time during the completion of the Division's full review should IDEA be found by the Division to be unqualified to hold a CHAB license, the interim authorization issued to IDEA will be revoked upon that determination.
2. At the conclusion of the Division's investigation of IDEA, the Division will issue a plenary CHAB license to IDEA upon a finding that IDEA is qualified to hold a CHAB license.
3. The interim CHAB authorization of AMG (3333-01-082-001) is voluntarily surrendered; its vendor registration shall remain valid.
4. AMG is authorized to operate and manage the Venues on IDEA's behalf, including those relating to the purchase, possession, storage or sale of alcoholic beverages and, in that capacity, is required to continue to be vendor registered. The Division's review of AMG, commenced initially to determine the suitability of AMG to hold a CHAB license, will continue for purposes of assessing AMG's suitability to manage the CHAB licensed premises of IDEA. During the Division's review of its suitability and during its management of IDEA's CHAB

licensed premises, AMG and its personnel are under an obligation to fully cooperate with the Division. Failure of AMG, through its personnel, to fully cooperate with the Division may result in sanctions including a finding that AMG is unsuitable for the management of a CHAB licensed premises and/or the voiding of the management agreement between IDEA and AMG.

5. At the conclusion of the Division's investigation of AMG, the Division will grant plenary authorization to AMG to manage the CHAB licensed Venues of IDEA. Should the Division find AMG to be unqualified for the management of a CHAB licensed premises, AMG will be prohibited by the Division to manage such premises.
6. IDEA is authorized as a Type II (hotel) CHAB location in Revel as depicted on the architectural drawings submitted in connection with IDEA's license application. This entitles IDEA to sell alcoholic beverages by the glass or other open receptacle for on-premise consumption as well as to possess or store alcoholic beverages within its authorized bar locations for its two (2) venues: The Social, which venue is located on both the casino level (Revelry Level) and its upper level directly above the Revelry Level; and Flirt Bar, located on the Revelry Level. IDEA is also authorized for a Type V (storage) CHAB location at its alcoholic beverage storage area located on the loading dock level (Warehouse Level) of Revel as depicted on the architectural drawing submitted with its license application.
7. The Division reserves the right to suspend, limit, condition or revoke IDEA's interim CHAB authorization or to take any other actions authorized by and pursuant to *N.J.S.A. 5:12-109* and *129* in appropriate circumstances.
8. The Division retains the right to take any and all action authorized by the Casino Control Act regarding the suitability of IDEA to transact business with Revel including those vendors operating within that casino hotel.
9. IDEA and AMG shall not transfer any ownership interest, except between existing natural person or entity qualifiers, without first receiving prior written approval from the Division.
10. IDEA and AMG shall not enter into any management agreement, profit sharing agreement, franchise agreement or service agreement with any person or entity in connection with the operation of the premises without first receiving prior written approval from the Division.
11. IDEA shall not amend or assign its lease with Revel, or its management agreement with AMG, without first receiving prior written approval from the Division.

12. IDEA and AMG are to comply with the provisions of *N.J.S.A. 33:1-25* and *26*, *N.J.A.C. 13:2-14.5*, as well as *N.J.A.C. 13:69I-1.5*, *2.2* and *2.3* which pertain to employment eligibility in a licensed CHAB facility.
13. IDEA is to maintain on its premises at Revel an updated and current Employee Listing which listing shall include those employees of AMG working on IDEA's behalf pursuant to *N.J.A.C. 13:69I-2.3(a)* and provide a copy of this listing to the Division on the first day of each calendar quarter pursuant to *N.J.A.C. 13:69I-2.3(d)*. The listing must also be available for inspection upon request by staff of the Division.
14. IDEA must obtain all necessary approvals required by other governmental agencies prior to the sale of any alcoholic beverages. IDEA is also required to update and maintain any of these approvals as appropriate.
15. IDEA will comply with all requirements attendant to Type II CHAB authorization, pursuant to *N.J.S.A. 5:12-103g(2)*, with all requirements attendant to Type V authorization, pursuant to *N.J.S.A. 5:12-103g(5)* and *N.J.A.C. 13:69I-3.5*, and with all applicable alcoholic beverage laws and regulations of the Division and, as deemed applicable, the Division of Alcoholic Beverage Control.
16. IDEA, as the holder of the CHAB license, shall be solely and exclusively responsible for any and all actions, omissions, decisions or other conduct related to the operation of the Venues, including those related to the purchase, possession, storage or sale of alcoholic beverages at the Venues, regardless of any contracts, agreements or other understandings written or verbal between IDEA and AMG, and IDEA remains solely and exclusively responsible for regulatory compliance of its CHAB licensed premises and is liable for any violation of the Casino Control Act and its regulations and, as deemed applicable by the Division, New Jersey's Alcoholic Beverage Law, at *N.J.S.A. 33:1-1* et seq., and its regulations.
17. IDEA and AMG will train its employees and implement procedures to insure that the service of alcoholic beverages on its authorized premises will be only to those patrons who are over the age of 21 and who are not actually or apparently intoxicated.
18. Should IDEA seek to add locations at Revel to those outlets currently authorized by its interim CHAB authorization (i.e., the Venues), it must file a petition with the Division requesting amendment of its interim CHAB authorization and receive Division approval thereof.

Dated: June 20, 2022

  
DAVID L. REBUCK  
DIRECTOR